

MINUTES

STRATEGIC FISCAL PLANNING COMMITTEE

MONDAY OCTOBER 17TH, 2011

The meeting was called to order by Chairman Hammond at 5:30 p.m.

Aldermen present: Hammond, Kittelson, Bohren, Roeseler and VanderWeele

Other Aldermen present: Kath and Sampson

Pledge of Allegiance was recited and approval of the August 31st minutes. Kittelson/Bohren. All Ayes.

At this time a prepared report was given by Susan Johnson, Ph.D. and Jolly Emry, Ph.D from the University of Wisconsin – Whitewater entitled: City of Sheboygan Final Report. Each of the committee members was given a copy of the 81 page report for review and comment.

Jolly Emry began the presentation by stating that some of the findings in PHASE 1 of the report had already been implemented by the city (City Administrator) and that was a good thing.

She began by stating that an office of Administrative Services should be created. Those departments to be included in that core would be Finance, Human Resources, Assessor and Information Technology.

Communication was a topic that came up consistently as did the topic of cross training. All would help to get rid of the “silos” created by the separation of departments.

The Chief Administrator who would report to the Common Council is a very good move in terms of communication and efficiency.

Reducing the Common Council by half of the people would be a good move. Two people in a district exacerbates miscommunication and leads to a lot of “micromanaging” and inefficiency. Committee Structure needs to be looked at and could be paired down – there is some redundancy. Could run much more efficiently if committees were paired down. We have almost 50 committees.

Outsourcing of services – look at cities of comparable size in terms of delivery of service. Public Works are easiest to outsource or contract out: trash pickup/recycling/ tree trimming and grounds keeping. Uncommon to outsource snow removal. Another thing to consider is to charge nominal fees for city activities. Was not easy to find a fee schedule on our website.

Library services was an area where charging more in fees and services and other services they provide would be an area to be looked at. Library cards, internet services, etc.

More commonly parking has changed – pay a flat fee for the space and that could generate more money for the city.

Wheel Tax was on the survey – we could reinstate to pay for road maintenance.

Improvement in our IT area is greatly needed. Keep updating it. (It has greatly improved since this survey was taken).

We need to replace the Interim Assessor with a fulltime assessor. We need to hire a fulltime Human Resource person and we need to hire a fulltime Planning and Economic Developer. We also need to revisit what the role of an Alderperson is to have things work more efficiently.

At this time Susan Johnson, Ph.D spoke about the second phase of the report, which is the survey.

PHASE 2 - In this phase 2000 surveys were sent out and they received 563 back in response. That is a rate of 25% - a great response for a survey of this type. 18 questions were asked – 2 of which were open-ended questions. Copies of the survey are found on the last pages of the report. The largest areas of concern were that of Crime, then Road Repairs and then Taxes and fees. Of the city services people in the city were willing to privatize, 42% responded – None! The city and city services were rated favorably with limited support for outsourcing and privatization. A good Public Relations Campaign could clear up the confusion about privatizing and outsourcing. She stated that the Common Council has some tough decisions to make at this time. She said we should take some of the things that would be easier to address such as road repair/street maintenance. The Wheel Tax could work if it was sold properly. There was strong support for City/County joint dispatch. Another thing to look at would be the ambulance fees.

Ald. Bohren made the comment that the Wheel Tax went away the first time because dollars were not being used for the intended purposes.

The Mayor commented that it was amazing to him that road repair was number 1 on the report and yet only 2% were willing to pay a fee to get the roads repaired.

Library Director Sharon Winkle stated that the fee for service at the Library was discussed and that charging fees at the Library would not be a long term solution.

Ald. Hammond asked about demographic information. Ms. Johnson stated that ½ of the people were 65 older – 37% had bachelor degrees and all were from owner occupied homes in Sheboygan.

Chad Pelishek commented on ½ of the people on the survey being over 65 usually those people don't like to spend money. What about the younger people in the community? What would they say? Would we get a different response from the 25-45 age group?

Both Johnson and Emry stated they were not sure – they just commented that the older people in the community are more vested and will usually be the ones to take the time to fill out a survey.

Ald. Hammond asked if people stated how long they have lived here? The ladies stated that yes and that table will be in the final report. They also stated that once the report is finalized 5 bound copies will be sent to us for our use. They stated that any further questions could be directed by then via email or phone call.

The meeting was adjourned at 6:14 p.m. Bohren/Roeseler. All Ayes. Motion carried.

Respectfully submitted by Alderperson Jean Kittelson – 3rd District